

Steering Committee Minutes
January 12, 2010
5:30

Members Present: Mike Roy, Sally Harwood, John Joseph, Stu Silverstein, Mike Heavener, Jane Edwards, Elery Keene, Ross Nason, Iver Lofving, Doug Carnrick, Jim Wood, Marilyn Canavan, Linda Woods

1. Role of Team Leaders for Saturday, January 16

- Review the power point for accuracy
- Team leaders will be speaking for 5 to 10 minutes using these sheets. This includes time for questions.
- Mike: in opening remarks will explain that combining eight teams into five was a mistake. Goal for 2010: Improve communication. Elery: Working to make communications better. Doug: Group Six is the interns. Should they be included? Stu: Team leaders could mention the use of interns.
- Present by order by team numbers: Energy (John), Transportation (Jim), RX4 (Ross), Education (Iver), Local Food (Stu)
- Doug: Is there a different order to the priority from 12 months ago? Mike suggested that Doug ask this question on Saturday. Elery: Each team is equally important. Sally: The order isn't showing favoritism.
- Mike: Important to encourage audience participation
- Jane: What about the survey? Mike: It's part of the wrap up. Jane: Maybe we could get Amy to include the survey in the article.
- John: What is the goal? Mike: inform/educate people to group's accomplishments; renew spirit & volunteerism & getting people inspired/involved
- Mike: Ads in the newspaper and Amy Calder is writing an article. He tried to get an editorial board meeting before Saturday.
- Marilyn: How much do we want the public to be involved? Mike: One of the twin goals is to recruit new people. The other is reviewing accomplishments. Mike will encourage participation in the Opening Remarks. Marilyn: This group can be successful if the entire communities get involved. Stu: This has always been open to the public and couldn't exist without outreach.
- Doug: Maybe we should give a door prize. John: How about the potential energy audits? Stu: If people care, they'll be there. Iver: People might not come, but they're out there working.
- Each team leader needs to be available for the last half hour. Each team will be in a separate place to connect with audience participants. This will occur after the Wrap-Up.
- Marilyn: What about a paper asking for suggestions? Ask for input, names & addresses. John: What are we not doing that you think we should be doing? How can you help? Name & Contact Info. Linda needs to make sheets that say this. Sally: Make sure that each team leader has a paper to record interest for team members.

- Doug: Are we going to create a list of suggestions? Mike: As leaders ask for questions, the suggestions can be written on the white board.
 - Sally: collapse the “Where” bullets into one. Doug: Where We’re Going for the Coalition, not just for teams.
 - Stu: Some people avoid meetings. His group has an internet discussion group. This works well. Could there be a Catalyst discussion group? Mike: We tried that, but it didn’t work. Steve set up the “Group-Loop.” Iver: Is there a Waterville Forum? No one knew of one. Sally: Include these in all articles. Linda & Jane: There is a FaceBook, but it’s not utilized. Doug: Not everyone wants to be on FB. Stu: Told the details of his gardening Yahoo group. Jane: We should consider this. Sally: Stu’s is a model for something we could use. Iver: Can discussions be added to the web site? Stu: need an e-mail alert. Jane: hoping to do more with the newsletter
 - Doug: Will there be screens? Mike: The power point will be on the wall. There will be both paper copies and an electronic version. We’ll get people from the audience read it. Doug: Get the original document framed.
 - **Next meeting:** John: What about the AmeriCorps groups? Mike: We need something specific for them to do.
 - **Drinks & pastries at 8:30.**
 - Linda will get name tags and sign-up sheet for new people.
 - John: Do we have a representative from Waterville schools on the team.
2. Agenda for **next meeting:** strategic discussion about which groups are not involved and how to get them involved
3. Update on grants
- \$10,000 from Prepare for the Future Fund to fund Linda’s position
 - EECBG grant—delay with announcement
 - Mike: We haven’t connected well with our legislative delegation. Mike will try to arrange to have a meeting with our legislatures. Elery: best way to do this would be breakfast. Marilyn: This might be unnecessary although there used to be meetings with the entire delegation and the mayor. Add this to **next meeting’s** agenda
 - Marilyn will call Lisa Marrache. Mike will call Pam Trinward.
 - Maine Community Foundation—Steve?
 - Linda will research EPA—Environmental Community Grant
 - No one is a member of the Environmental Network at USM.
 - MEIC in Brunswick—still might be a possibility?
 - Sally: Local banks give money to groups like ours. Doug: Kennebec Federal savings is already a partner.
 - **Next Meeting:** We need to discuss becoming at 5013C. Stu: We already are. He has an account with Matt Skehan that he uses for the community garden.

4. **Next Meeting:** Doug: Now that we are a member of the Chamber of Commerce, do we want corporate sponsors? Since a lot of businesses want to be “green,” some businesses might want to latch on to us. Joining us would be a priviledge. Each could pay a big chunk to sponsor Sustain Mid-Maine.

The next meeting will be **Tuesday, February 9 at 5:00** in the IT Room.